

In the splendor of wide screen
and full stereophonic sound!

DAVID O. SELZNICK'S PRODUCTION OF MARGARET MITCHELL'S

"GONE WITH THE WIND"



STARRING

CLARK GABLE
VIVIEN LEIGH

LESLIE HOWARD OLIVIA de HAVILLAND

A SELZNICK INTERNATIONAL PICTURE • DIRECTED BY VICTOR FLEMING • SCREEN PLAY BY SIDNEY HOWARD • RE-RELEASED BY METRO-GOLDWYN-MAYER INC. • Music by MAX STEINER

IN WIDE SCREEN • STEREOPHONIC SOUND • METROCOLOR  MGM

EXHIBITOR'S CAMPAIGN BOOK FROM MGM

NOW
in the splendor of
wide screen and
stereophonic sound...

THE MOST POPULAR MOTION PICTURE EVER CREATED

"GONE WITH THE WIND"



Through the magic of technology this magnificent film is brought to the screen in the splendor of wide screen and stereophonic sound. Now the most spectacular romance ever filmed reaches your patrons enhanced by today's most modern motion picture technique.

The following pages contain information designed to help YOU in getting the biggest grosses ever by setting the biggest campaign for the biggest motion picture ever made!



In the splendor of 70mm wide screen and full stereophonic sound!

DAVID O. SELZNICK'S PRODUCTION OF MARGARET MITCHELL'S

"GONE WITH THE WIND"

Starring
CLARK GABLE and VIVIEN LEIGH
as Scarlett O'Hara,
the most staggeringly marvelous
most forever-and-ever-unforgettable
YOUNG INDIVIDUALIST*
of all time...

FRANKLIN & SIMON



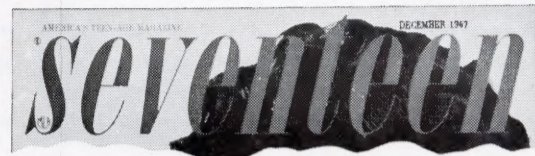
MISS ELLEN'S PORTIERES didn't make a more romantic dress than this black velvet one... its satin collar and cuffs, white as magnolia blossoms nodding in the moonlight. With a lovely, languid black satin bow and glistening buttons of jet, it's rayon velvet, 8 to 16 by Gale Mitchell, 75.00.

THE YOUNG INDIVIDUALIST* AT FRANKLIN & SIMON



"GONE WITH THE WIND" Winner of Ten Academy Awards

STORE PROMOTIONS



The September 1967 issue of Harper's Bazaar as well as the November 1967 issue of Seventeen Magazine spotlighted fantastic fashion features on GONE WITH THE WIND.

In Harper's Bazaar the creations designed for Franklin-Simon are displayed and in Seventeen, Best and Company's clothes are featured. Inspired by the film and created by some of America's foremost designers, these fashions will also be handled by other leading department stores in large cities where no Franklin-Simon or Best and Company are located. Get a promotion campaign going in your city by taking the following steps:

1. Contact the fashion coordinator and arrange for a fashion show in conjunction with your opening;
2. Provide the store with stills and posters to be used in window and interior displays;
3. In coordination with the store, you should provide the women's page or fashion editor on your local papers with an advance release regarding the GONE WITH THE WIND fashion show;
4. A request should also be made for the papers to have a photographer on hand for coverage of your opening night activities;
5. You should also make provision for a line or box mentioning the GONE WITH THE WIND fashion show in your amusement page advertising.

Check your local specialty and fashion shops and show them the special sections in Harper's Bazaar and Seventeen. You will be surprised how easy it will be to make a tie-up using the title theme as the cornerstone.



GO WITH THE WIND billowing about you in our long striped chiffon going up in flames with chunky coils of amber beads and sequins burning about the neck and cuff. It's so exciting, really, coming in on one wing the way it does... in flickers of orange... and brown... and gold. It's rayon, 6 to 14 by Harry Streibel for David Morris, 70.00.

THE YOUNG INDIVIDUALIST* AT FRANKLIN & SIMON



"GONE WITH THE WIND" Winner of Ten Academy Awards

"GONE WITH THE WIND"

One of the most honored pictures of all times, winner of ten Academy Awards. Now you can see Gone with the Wind as it has never been seen before. Watch for a special feature in your town.



Jackie Stuart's Shetland coatings, have a Southern belle's flair for flare. Whiter shades of sale buttoned on the side, she reappears with French dyed rabbit fur, 125.00, the other touchingly rare, 65.00. Of Shetland wool, sizes 6 to 12, Young Cosmopolitan, 7th Floor.

Best & Co.
FIFTH AVENUE - NEW YORK

as seen in SEVENTEEN - November, 1967

Best & Co.
FIFTH AVENUE - NEW YORK

Ronnie's Scarlett O'Hara velvete. Soft as a tender kiss, rich and lustrous in earthy romantic claret coated with white as pure as Tara's columns. The ruffle, gold smocking and sweet seduced smocking, also in gold rayon velvet, 6 to 12, 50.00 each. Studio for young adults, 7th Floor.



"GONE WITH THE WIND"



as seen in SEVENTEEN - November, 1967

"GONE WITH THE WIND"

Starring the legendary Glee Gibson as Scarlett O'Hara. Look toward us. Beauty comes into view on her hand as Tara's mansion.



Gay Gibson's lace nostalgia, delicate ethereal dresses reminiscent of the gentle Melanie's manner. Attributing plantation laces and other details in white cotton, ruffled high and tender, for low and wide in blue blue satin. Sizes 8 to 12, 25.00 each. Studio for young adults, 7th Floor.

Best & Co.
FIFTH AVENUE - NEW YORK

as seen in SEVENTEEN - November, 1967

MUSIC

FIRST OFFICIAL SOUND TRACK ALBUM

Heading the record parade of GONE WITH THE WIND music, MGM Records is releasing the first album to be taken directly from the sound track of GONE WITH THE WIND. The album consists of 13 selections in stereophonic sound from Max Steiner's memorable score and features this official 32 page illustrated souvenir program of color photographs and text. See the promotion checklist below and plan a strong campaign around this album.

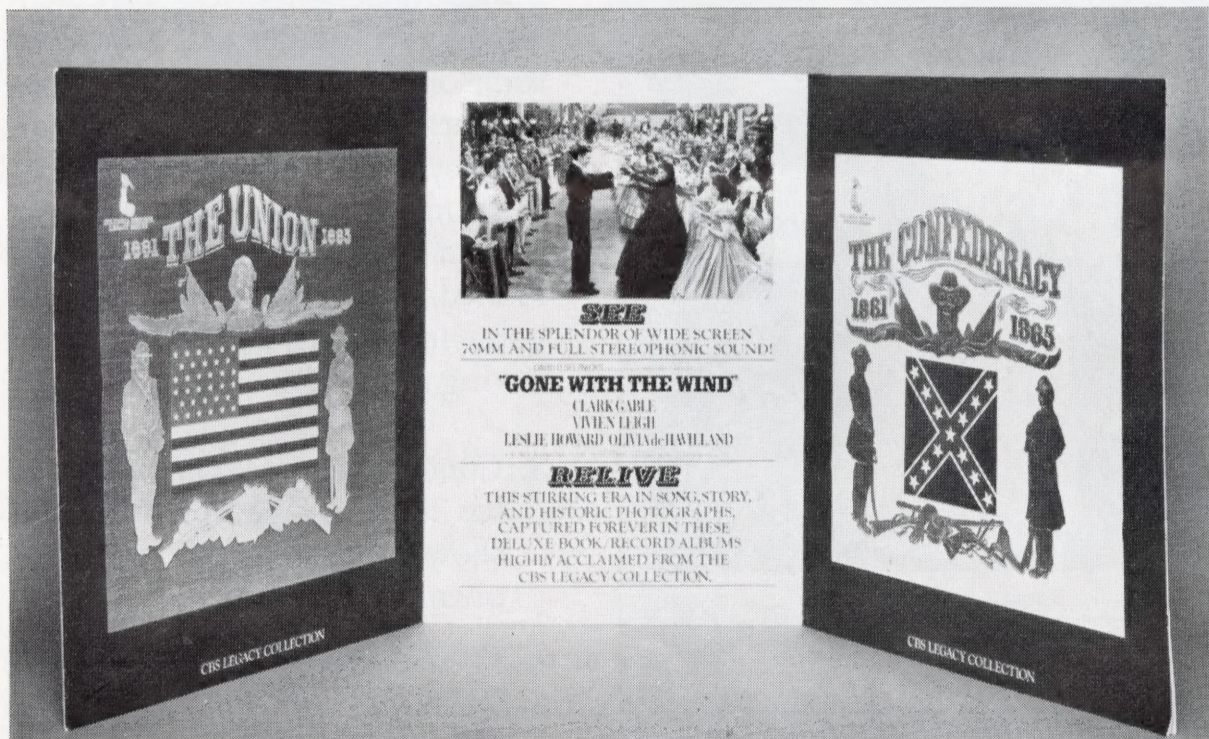
1. **CONTACT** your local MGM distributor (See list) and make arrangements for a cooperative effort on setting up music store window displays and interior exhibits;
2. **PLAN** to furnish your leading disc jockeys with copies of the album;
3. **ARRANGE** for tie-in album give-aways;
4. **PLAY** the album in advance through your lobby public address system, and use the recording for auditorium music before and after your current feature attraction;
5. **GIVE** the album as a gift to every newspaper movie critic and music critic.



MGM RECORD DISTRIBUTORS

- | | | | | | | | | | | | | | | | | | | | | | | | |
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| ATLANTA, GA. (4)
SOUTHLAND RECORD DIST.
1235 Techwood Drive
404/TR 3-2081
Gerald Friedman
Bill Binkley
Gwen Kesler
Larry King (P) | BALTIMORE, MD. (9)
JOS. M. ZAMOISKI CO.
1101 De Soto Road
301/MI 4-2900
Jerry Friedman
Irv Gomprecht
Joe Bilello (P) | BOSTON, MASS. (11)
MUSIC SUPPLIERS, INC.
75 N. Beacon Street
617/254-1780
Gordon Dinerstein
Ed Calmus
Paul Maged (P) | CHARLOTTE, N. C. (17)
MANGOLD RECORD DIST.
2212 W. Morehead St.
704/334-0866
Herbert Weisman
Dub Plyer | CHICAGO, ILLINOIS (18)
METRO RECORD DIST.
1112 S. Wabash Avenue
312/341-0660
Morrie Price
Jim Schuler (P) | CLEVELAND, OHIO (25)
MAINLINE, INC.
1260 East 38th Street
216/EX 1-1800
Joe Simone
Eugene Shipley
Topper Schroeder (P) | DALLAS, TEXAS (30)
B & K DIST.
1411 Roundtable Drive
214/ME 7-1921
Bill Burton
Tom Sims
Nevin St. Romaine (P) | DENVER, COLO. (29)
ACTION RECORD DIST.
1622 Federal Blvd.
303/222-1681
Earl Woolf
Eddie Hacker | DETROIT, MICH. (34)
JAY KAY DIST.
13401 Lyndon Avenue
313/BR 3-7001
John Kaplan
Tom Schlessinger
Larry Benjamin (P) | E. HARTFORD, CONN. (38)
EASTERN RECORD DIST.
360 Toland Street
203-289-7431
Dick Godlewski
Frank Sutter
Jose Santocristo
Bob Greenberg (P) | GREAT FALLS, MONT. (44)
MUSIC SERVICE CO.
P.O. Box 2487
316 Sixth Avenue So.
406/761-2420 | HONOLULU, HAWAII (46)
ERIC DIST. CO.
607 Coral Street
511-657
Irv Pinsky
Dwight Yamaguchi | LOS ANGELES, CALIF. (56)
METRO RECORD DIST.
2053 Venice Blvd.
213/733-2114
Mel Price
Bob Brown (P)
Johnny Mahan (P) | MIAMI, FLORIDA (59)
MAINLINE RECORD SERVICE OF MIAMI
54 N.E. 181 Street
305/621-3694
Sherm Lieberman
Tom Sgro (P) | BLOOMINGTON, MINN. (67)
HAROLD N. LIEBERMAN CO.
9549 Penn Avenue South
612/888-5521
Al Abrams
Jim Nash (P) | NASHVILLE, TENN. (69)
SOUTHERN RECORD DIST.
467 Chestnut Street
615/AL 4-1991
Howard Allison | NEW ORLEANS, LA. (70)
ALL SOUTH RECORD DIST.
1924 Lafayette Street
504/522-1157
Henry Hildebrand
Stanley Chaisson (P) | NEW YORK, N. Y. (73)
METRO RECORD DIST.
547 West 52nd Street
212/CO 5-1872
Stan Drayson
Jerry Armour
Ron Weisner (P) | PHILADELPHIA, PA. (145)
RAYMOND ROSEN AND CO.
Parkside at 51 Street
215/TR 8-2200
Paul Knowles
Norman Umin
Kay Woodard (P) | ST. LOUIS, MO. (91)
ROBERTS RECORD DIST.
1906 Washington Avenue
314/MA 1-0075
Norman Hausfater
Glen Bruder (P) | SALT LAKE CITY, UTAH (85)
BILLINIS RECORD DIST.
3575 S. 100 West
801/266-3540
John Billinis | SAN FRANCISCO, CALIF. (84)
MAINLAND DIST.
645 Bryant Avenue
415/989-6286
Dave Watson
Bill Wieland
Grant Gibbs (P) | SEATTLE, WASH. (89)
C & C DIST.
1000 First Avenue So.
206/MU 2-7188
Stan Sulman
R. A. Harlan
Ron Saul (P) | SHREVEPORT, LA. (87)
STAN'S RECORD SHOP
728 Texas Street
318/422-7182
Stan Lewis
Ronnie Lewis |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|

COLUMBIA RECORDS



Columbia Records has produced the striking three-wing store display (above) featuring the well-known Legacy Albums in conjunction with GONE WITH THE WIND. This will be their major promotion piece used for national distribution.

The highly-acclaimed Legacy Series from Columbia Records provides a natural tie-in to this exciting release of GONE WITH THE WIND with two outstanding albums: THE UNION and THE CONFEDERACY. These deluxe book and record packages recapture the stirring era of GONE WITH THE WIND through the music, the pictures, the words, and the sounds of this historic period. THE UNION contains a record featuring the marches and songs of the time, an authentic Civil War cannon shot, Lincoln's Gettysburg Address, and more, plus a 60-page picture book with essays by celebrated historians like Bruce Catton, Allan Nevins, and Clifford Dowdey. And the companion volume, THE CONFEDERACY, includes a recording of General Lee's Farewell Address spoken

by his cousin, Rev. Edmond Jennings Lee, as well as the authentic rebel yell, and marches and songs of the Confederates, along with a 32-page picture book with essays by Bruce Catton and Clifford Dowdey.

Another Columbia album—and another natural for GONE WITH THE WIND promotion—is Percy Faith's top selling album (depicted on this page) of great motion picture themes, featuring "Tara's Theme" as the title number.

The Columbia Records field promotion staff (listed below) will be eager to cooperate with you in setting up counter displays, window displays, record give-away contests and other promotional activities.

COLUMBIA RECORDS FIELD PROMOTION STAFF

- | | | | | | |
|---------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| REGION I
Boston (Waltham), Hartford, Syracuse | REGIONAL MGR:
Jim Zmarel
5932 Northwood Drive
Baltimore, Maryland 21212
(301) 435-7668
Ted Kellen
Columbia Records
4 Penn Center Plaza,
Suite 224
Phila., Pennsylvania 19103
(215) LO 8-4445
Earl Rollinson
Columbia Records
Universal Bldg. No.,
Suite 1113
1875 Connecticut Ave., N.W.
Washington, D. C. 20009
(202) 332-2300
Charles W. Thagard
Columbia Records
3641 North West 67th Street
Miami, Florida 33147
(305) OX 6-0033
M. G. King
Comstock Distributing Co.
1323 Spring Street, N.W.
Atlanta, Georgia 30309
(404) 876-0321 | REGIONAL MGR:
Jim Green
Columbia Records Sales
3510 Chester Avenue
Cleveland, Ohio 44114
(216) 431-6300
Steve Popovich
Columbia Records Sales
3510 Chester Avenue
Cleveland, Ohio 44114
(216) 431-6300
Russ Yerge
Cl. Sales Office
Porter Bldg.
16141 West Eight Mile Road
Detroit, Michigan 48235
(313) 273-8616
Solly Solomon
Cl. Sales Office
Porter Bldg.
Sixth & Grant Streets
Pittsburgh, Penn. 15219
(412) 261-2844
Charles B. Moore
Cl. Sales Office
Carew Tower, Suite 444-47
Cincinnati, Ohio 45202
(513) 241-4088 | REGIONAL MGR:
Gene Ferguson
Hill Road
Brentwood, Tennessee 37027
(615) 833-1688
Donald Burt
Columbia Records
John Hancock Bldg.
St. Charles Ave. at Lee Circle
New Orleans, La. 70130
(502) 524-4546
Eugene Denonovich
Columbia Records
2151 59th Street
St. Louis, Missouri 63110
(314) MI 7-5101
Dick Ware
Columbia Records
2151 59th Street
St. Louis, Missouri 63110
(314) MI 7-5101 | REGIONAL MGR:
Hal Gold
Columbia Records
5404 West Touhy Avenue
Skokie, Illinois 60076
(312) 675-8020
Ronald D. Lynne
Columbia Records
F & M Bank Building,
Suite 610
88 South Sixth Street
Minneapolis, Minn. 55402
(612) 338-7001
John Galobick
Morley Murphy Co., Inc.
5151 West State Street
Milwaukee, Wisconsin 53208
(414) GL 3-7200 | REGIONAL MGR:
San Francisco, Calif. 94102
(415) 431-6996
Bob Moering
Jeff Clark
Columbia Records Sales
6922 Hollywood Blvd.,
Suite 702
Hollywood, Calif. 90028
(213) HO 6-2481
Bill Keane
Columbia Records Sales
Fox Plaza, Suite 810
San Francisco, Calif. 94102
(415) 431-6996 |
| REGION II
Phila., Washington, Miami, Atlanta | REGION III
Cleveland, Detroit, Pittsburgh, Cincinnati | REGION IV
Dallas, New Orleans, St. Louis | REGION V
Chicago, Minneapolis, Milwaukee | REGION VI
Los Angeles, Denver, Honolulu, San Francisco, Seattle | REGION VII
New York |

RCA VICTOR



In conjunction with the re-release of GONE WITH THE WIND, RCA Victor Records is re-issuing its album of music composed and conducted by Max Steiner. The score which took three months to write, \$100,000 to record, is reputed to be the longest ever composed for a film. For promotional purposes, you can obtain copies of these albums from the RCA field staff below.

RCA VICTOR RECORD FIELDMEN

- | | | | |
|-------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|
| W. T. Baker
Radio Corp. of America
6363 Sunset Blvd.
Hollywood, Calif. 90028
(213-461-9171 Ext. 323) | W. E. Graham
1507 Notre Dame Avenue
Belmont, California 94002
(415-591-0496) | R. S. Krueger
Radio Corp. of America
445 North Lake Shore Drive
Chicago 11, Illinois
(312-222-1550) | W. Patterson
18 Jackson Road
Bloomfield, Conn.
(203-242-2315) |
| J. L. Bego
2311 Fountain View Drive
Apt. No. 31
Houston, Texas 77027
(713-782-7484) | J. Dill
8 Victoria Drive
Guiderland, New York
(518-482-3764) | R. D. Maxwell
1190 Driftwood Drive
Pittsburgh, Pa. 15216
(412-276-5414) | T. A. Potter
309 Colesville Manor Dr.
Silver Spring, Md.
(301-384-6240) |
| C. J. Boyd
One Observatory Hill
Cincinnati, Ohio 45208
(513-321-5147) | C. W. Hall
20830 Rutland, Suite 203
Southfield, Mich. 48075
(313-353-7981) | T. A. McCusker
3234 Darbyshire Drive
Dallas, Texas
(214-357-4744) | C. Rice
RCA, 6363 Sunset Blvd.
Hollywood, Calif. 90028
(213-461-9171 EXT. 335) |
| W. Cochran
Radio Corp. of America
14 Executive Park Drive, N.E.
Atlanta, Ga. 30329
(404-534-6131) | R. L. Holt
RCA Victor Recording Div.
800 17th Ave. South
Nashville, Tennessee
(615-255-5781) | J. Nadeau
1320 West 73 Street
Minneapolis, Minn. 55423
(612-869-5705) | P. Sklar
2100 Tremont Street
Philadelphia, Penn. 19115
(215-076-7379) |
| J. Del Medico
19216 Pacific Highway South
Apt. 108-16
Seattle, Washington 98188
(206-824-5591) | R. J. King
4940 Marchwood Drive
St. Louis County 28, Mo.
(314-843-9302) | F. J. O'Donnell
148 Islington Road
Auburndale 66, Mass.
(617-332-5510) | J. C. Trifero
Radio Corp. of America
36 West 49th Street
New York, N. Y.
(MU 9-7200 Ext. RC503) |

SHEET MUSIC

THE REMICK MUSIC CORPORATION has published sheet music featuring "Tara's Theme" and "My Own True Love", both depicted on this page. It is also issuing accordion, choral, orchestral and organ arrangements of "Tara's Theme"

Contact all retail outlets and provide them with stills, posters and other accessories that will attract public attention to window and interior displays.

Also, take advantage of any opportunity to present sheet music to local orchestras in night clubs, hotels, ballrooms and radio and television stations for playing during your run of GONE WITH THE WIND.



EVENING GOWN PROMOTION



STYLE #246—A garland of imported roses adorn the neckline and apron front of skirt on this dress of acetate peau de soie with ruffled petticoat of nylon net.



STYLE #298—A tremendous sweep of peau de soie trimmed with huge roses that peek through the ruffled petticoat of the dress.

EVENING GOWNS

Lend authenticity to your GONE WITH THE WIND activities by utilizing the many elements that contribute to the charm of the "Old South".

Arrangements have been made with the manufacturer of evening gowns. Your premiere will surely be enhanced by the presence of attractive models in the Romantic Era dresses shown on this page. You may purchase these dresses directly at the nominal cost of \$28.00 each. This includes both the dress and hoop skirt. We recommend the following colors: Light Blue, Pink, Pale Yellow, and White. Sizes range from 3-17 Junior and 4-20 Misses. Deliveries will be made two weeks following receipt of your order.

All orders should be directed to:

MR. EARL BIGBEE

MIKE BENET FORMALS

P.O. Drawer 43 • Pittsburg, Texas 75686

Telephone: Area Code 214 UN 4-3648



STYLE #208—A fabulous ball gown with the look of pure silk, in softly shirred rayon habutae—traditionally "Old South".

LIVE RADIO

USE RADIO TO SPUR YOUR BOXOFFICE SALES!

A motion picture of the stature and fame of GONE WITH THE WIND especially lends itself to the use of radio which is uniquely equipped to convey the picture's greatness and scope. Below are spots which combine these ingredients:

60-SECOND LIVE ANNOUNCEMENT SPOT

Now Metro-Goldwyn-Mayer presents the most honored motion picture of all time — GONE WITH THE WIND. The American Civil War provides a vast background for one of the world's great love stories — Margaret Mitchell's immortal classic — GONE WITH THE WIND. See the unsurpassed spectacle that has been acclaimed by millions throughout the world. Clark Gable, Vivien Leigh, Leslie Howard and Olivia de Havilland star in David O. Selznick's production — GONE WITH THE WIND. Now in wide screen, stereophonic sound and Metrocolor starting . . . at . . . Theatre.

60-SECOND LIVE ANNOUNCEMENT SPOT

Against the background of the American Civil War — the memorable love story of Rhett Butler and Scarlett O'Hara — Margaret Mitchell's classic of the Old South — GONE WITH THE WIND. See David O. Selznick's overwhelming spectacle of Atlanta in flames . . . the epic clash of armies . . . and the tender romance of GONE WITH THE WIND — starring Clark Gable, Vivien Leigh, Leslie Howard and Olivia de Havilland in wide screen projection, stereophonic sound and Metrocolor opening . . . at . . . Theatre.

30-SECOND LIVE ANNOUNCEMENT SPOT

The American Civil War provides the vast background for one of the world's great love stories — Margaret Mitchell's immortal classic — GONE WITH THE WIND. Now Metro-Goldwyn-Mayer presents the most honored motion picture of all time in Metrocolor. Clark Gable, Vivien Leigh, Leslie Howard and Olivia de Havilland star in the David O. Selznick production of GONE WITH THE WIND starting . . . at . . . Theatre.

30-SECOND LIVE ANNOUNCEMENT SPOT

GONE WITH THE WIND — Never in the history of motion pictures has a film been so honored for its human drama . . . so acclaimed for its spectacle . . . so cherished by audiences in every corner of the world. Now Metro-Goldwyn-Mayer presents the most famous motion picture of all time, the David O. Selznick production — GONE WITH THE WIND — starring Clark Gable, Vivien Leigh, Leslie Howard and Olivia de Havilland — in Metrocolor opening . . . at . . . Theatre.

THEATRICAL TRAILER—Utilizing "Tara's Theme" as background music, this versatile trailer will alert your audiences to the momentous occasion when GONE WITH THE WIND begins its exclusive engagement in your theatre. Order from National Screen Service.

RADIO ET'S—Four spots, two 60 second and two 30 second announcements that sell the scope and splendor of GONE WITH THE WIND. Available from your Metro-Goldwyn-Mayer Field Press Representative.

COMPOSER'S CORNER

INTERVIEW RECORD—A specially recorded interview with composer Max Steiner has been made by Dick Strout. This is a full one-hour program which includes excerpts from MGM's "GONE WITH THE WIND" Sound Track Album. It is aimed at FM Stations and AM Stations which feature "good music." Over 200 stations have already requested it for programming purposes. Contact your local station and request that they use it in conjunction with the opening of the picture. Copies of Composers Corner featuring GONE WITH THE WIND are available from your local MGM Press Representative.

WOMEN'S PAGE

Below is a feature story concerning the creator of GONE WITH THE WIND costumes. It is quite interesting and should have great appeal to your women's page or fashion editors.

INTERVIEW WITH THE CREATOR OF GONE WITH THE WIND COSTUMES

In 1940 the Academy of Motion Picture Arts and Sciences awarded GONE WITH THE WIND ten Oscars.

Had there been a category for "best costume design" the total would have been 11 . . . and the winner, Walter Plunkett, one of Hollywood's foremost designers.

GONE WITH THE WIND, the David O. Selznick classic production now on view again on the nation's screens, has taken its place as one of the great motion pictures of all time, and Plunkett's masterful designs for the costumes helped make it the masterpiece it turned out to be.

"It was almost a sacred obligation," Plunkett said. "The book was so great, nothing but the ultimate in time, research, designs and complete authenticity could possibly be acceptable."

The designer (who at last count had 86 major Hollywood productions to his credit, 72 for MGM), approached this assignment with all of the meticulous care of a space scientist mapping a moon shot.

"I read the book twice," he recalled. "The first time just for the pure enjoyment of the story . . . the second time, with pencil in hand, making notations of every line and passage containing a reference to clothes or related subjects. Then my secretary read the book to catch any items I might have missed. Since many of the references were strictly colloquial there was nothing for me to do but travel to Atlanta and confer with authoress Margaret Mitchell . . . "one of the most charming women I ever met."

The trip, according to Plunkett, was a memorable one. Miss Mitchell not only went over the designer's notes from the book, but introduced him to friends and acquaintances working in museums in Charleston, Atlanta and Savannah.

"One woman in Charleston actually took handmade dresses that had been made during the blockade days and snipped pieces from the seams so that I could have the fabrics reproduced when I returned to Hollywood," Plunkett said. "And another sent her children out to gather a box full of thorns from a tree native to the area. It seems that during this period there were no metal pins. Clothing was held together by these thorns." Of the hundreds of dresses designed and made for the production, Plunkett admits to having his favorites. These are the green-sprigged muslin, worn by Vivien Leigh in the early sequences of the film . . . and the famous "drapery" dresses.

"I was naturally on the lookout for period fabrics and patterns," Plunkett recalled, when speaking of the sprigged muslin. "Quite by accident I heard of a factory in New Jersey that had been putting out fabrics for years. Even more important they had kept books on the various designs."

Plunkett flew to New Jersey and spent hours and days going through the swatches. It was here that he found the green-sprigged muslin as well as a number of other old patterns used for clothing the extras. The only change he made in the muslin was to enlarge the sprigs for photographic purposes.

"The major story point of the 'drapery' dress made it a real challenge," Plunkett said. "It, of all the costumes, had to be completely 'right.' Because of this they permitted me to design the outfit first . . . then they made the draperies to correspond. In other words . . . the drapes had to be equipped with the proper tie-back cords and tassels to form the trim on the dress.

"Strangely enough, few people noticed the hat. Look closely and you'll see it was trimmed with chicken feathers and gilded chicken feet." According to the designer, GONE WITH THE WIND posed many an unusual problem for those concerned with costuming.

"Take Scarlett's first wedding dress for example," he said. "This was a hasty, wartime marriage. Scarlett's dress was the one that had been worn by her mother. To get an authentic 'taken in' look we actually made the dress on the dressmaker's form of Barbara O'Neill, who played her mother in the film. The design was also twenty years before the date of the story."

As something to watch for in the new MGM release of the film Plunkett points to the scene in which Scarlett returns to Tara.

"You will notice she is wearing remnants of the lovely clothes she wore earlier," he said. Returning to his experiences while researching costumes in Atlanta, Plunkett recalled one slightly harrowing adventure.

"I had received a call at the hotel from a woman who, during the years, had saved innumerable hoops, different types of underwear and corsets. Believe it or not, these items are difficult to find even in the most complete museums," he said.

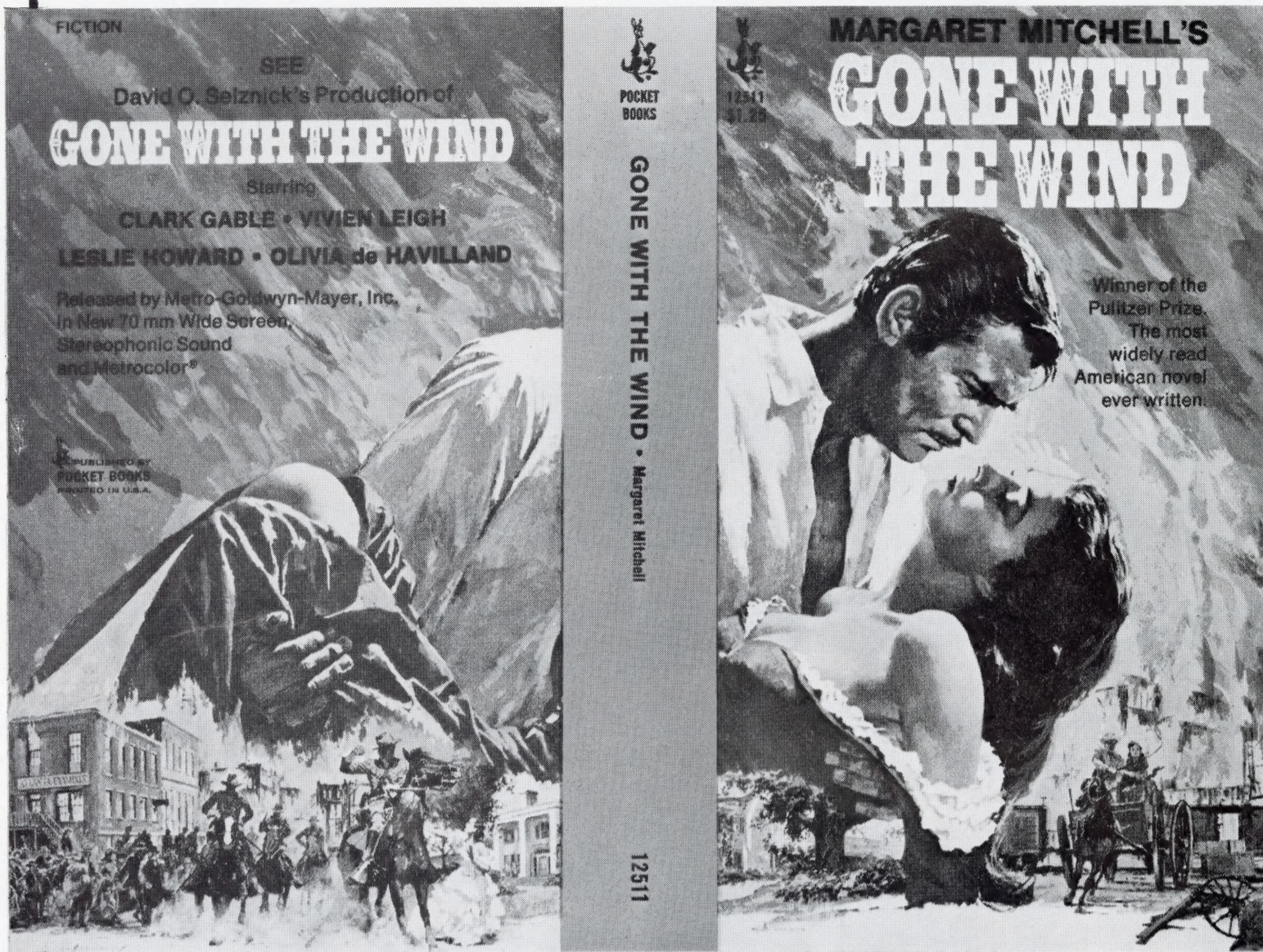
"I finally found the house and rang the doorbell. Someone peeked through the curtain and motioned me to wait. I did . . . almost ten minutes. Finally the door was opened by a little old lady, I'm sure well up in her seventies. She apologized for the delay and then explained why. She had to put her mother in another room in the house . . . and lock the door . . . all because I was wearing a blue suit. Mother, it seems, thought I was a Yankee and was about to grab her rifle!"

A talented painter as well as a costume designer, Plunkett recently has been devoting his time to touring Europe in a trailer . . . and stopping to record on canvas in oil the subjects that strike his interest.

Will he return to Hollywood to resume his career?

Perhaps. His works of art are rapidly becoming collector's items but then if a film comes along that really intrigues him . . . who knows? Certainly, not even the most optimistic hold out for another GONE WITH THE WIND.

BOOKS



POCKET BOOK

The Pocket Book edition of GONE WITH THE WIND, which has sold over two million copies since 1958, has been issued again in conjunction with the release of the movie. Utilizing as cover art the full color painting from the film's advertising campaign, Pocket Books has mounted an elaborate promotional campaign that has already increased sales 500% over the past two years.

Here's what to do . . .

1. CONTACT your local Pocket Book distributor. Tell him about your playdate. Ask him to set up counter, rack and window displays for which you will provide heralds and stills.
2. ARRANGE to send copies of the book to press, radio and television personalities, heads of key organizations, top political figures and other public opinion builders.

The Macmillan Company has announced publication of a new two-volume, large print set of GONE WITH THE WIND for readers who find normal print difficult. This edition is now on sale in quality book stores everywhere across the country for \$13.95. In addition, Macmillan also has a paperback which retails at \$2.85, a regular hard cover which sells for \$5.95 and a deluxe edition at \$10.00. Macmillan's Trade Sales Force (listed below) has been alerted to work with MGM's Field Press Representatives in arranging special displays and tie-in theatre/bookstore promotions as well as distribution of GONE WITH THE WIND book marks which can be made locally.

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ADVERTISING

In new screen splendor...
The most magnificent picture ever!

DAVID O. SELZNICK'S PRODUCTION OF MARGARET MITCHELL'S

"GONE WITH THE WIND"



Winner
of Ten
Academy
Awards

STARRING

CLARK GABLE

VIVIEN LEIGH

LESLIE HOWARD OLIVIA de HAVILLAND

A SELZNICK INTERNATIONAL PICTURE • DIRECTED BY VICTOR FLEMING • SCREEN PLAY BY SIDNEY HOWARD
RE-RELEASED BY METRO-GOLDWYN-MAYER INC. • Music by MAX STEINER • STEREOGRAPHIC SOUND • METROCOLOR • MGM

T H E A T R E

Ad No. 470 — 480 Lines (4 Cols. x 120 Lines)

In new screen splendor...
The most magnificent picture ever!

DAVID O. SELZNICK'S PRODUCTION OF MARGARET MITCHELLS

"GONE WITH THE WIND"

STARRING
CLARK GABLE
VIVIEN LEIGH
LESLIE HOWARD
OLIVIA de HAVILLAND

A SELZNICK INTERNATIONAL PICTURE • DIRECTED BY VICTOR FLEMING • SCREEN PLAY BY SIDNEY HOWARD • RE-RELEASED BY METRO-GOLDWYN-MAYER INC. •

MUSIC BY MAX STEINER



STEREOPHONIC SOUND
METROCOLOR



T H E A T R E

Ad No. 471 — 340 Lines (4 Cols. x 85 Lines)

In new screen splendor...
The most magnificent picture ever!

DAVID O. SELZNICK'S PRODUCTION OF
MARGARET MITCHELLS

"GONE WITH THE WIND"



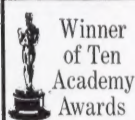
STARRING
CLARK GABLE
VIVIEN LEIGH
LESLIE HOWARD
OLIVIA de HAVILLAND

DIRECTED BY VICTOR FLEMING
A SELZNICK INTERNATIONAL PICTURE • SCREEN PLAY BY SIDNEY HOWARD • RE-RELEASED BY METRO-GOLDWYN-MAYER INC. • MUSIC BY MAX STEINER

T H E A T R E

Ad No. 171 — 90 Lines

In new screen splendor...
The most magnificent picture ever!



DAVID O. SELZNICK'S PRODUCTION OF
MARGARET MITCHELLS

"GONE WITH THE WIND"

STARRING
CLARK GABLE
VIVIEN LEIGH
LESLIE HOWARD
OLIVIA de HAVILLAND



DIRECTED BY VICTOR FLEMING • SCREEN PLAY BY SIDNEY HOWARD • RE-RELEASED BY METRO-GOLDWYN-MAYER INC. • MUSIC BY MAX STEINER



STEREOPHONIC SOUND • METROCOLOR




T H E A T R E

Ad No. 371 — 180 Lines (3 Cols. x 60 Lines)

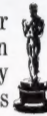
**In new screen splendor...
The most magnificent
picture ever!**

DAVID O. SELZNICK'S PRODUCTION OF MARGARET MITCHELLS

"GONE WITH THE WIND"



STARRING
**CLARK GABLE
VIVIEN LEIGH
LESLIE HOWARD
OLIVIA de HAVILLAND**

Winner of Ten Academy Awards 

DIRECTED BY VICTOR FLEMING
SCREEN PLAY BY SIDNEY HOWARD

A SELZNICK INTERNATIONAL PICTURE • METRO-GOLDWYN-MAYER INC. • Music by MAX STEINER

RE-RELEASED BY METRO-GOLDWYN-MAYER INC. • Music by MAX STEINER

STEREOPHONIC SOUND • METROCOLOR • MGM

T H E A T R E


Ad No. 270 — 240 Lines (2 Cols. x 120 Lines)

**In new screen splendor...
The most magnificent
picture ever!**

DAVID O. SELZNICK'S PRODUCTION OF MARGARET MITCHELLS

"GONE WITH THE WIND"



Winner of Ten Academy Awards 

STARRING
**CLARK GABLE
VIVIEN LEIGH
LESLIE HOWARD
OLIVIA de HAVILLAND**

STEREOPHONIC SOUND
METROCOLOR • An MGM Re-release

T H E A T R E

Ad No. 173 — 52 Lines

**In new screen
splendor...The
most magnificent
picture ever!**



DAVID O. SELZNICK'S PRODUCTION OF MARGARET MITCHELLS

"GONE WITH THE WIND"

STARRING
**CLARK GABLE
VIVIEN LEIGH
LESLIE HOWARD
OLIVIA de HAVILLAND**

STEREOPHONIC SOUND • METROCOLOR • Winner of Ten Academy Awards

An MGM Re-release

T H E A T R E

Ad No. 172 — 82 Lines

DAVID O. SELZNICK'S PRODUCTION OF MARGARET MITCHELLS

"GONE WITH THE WIND"



**In new screen splendor...
The most magnificent picture ever!**

STARRING
**CLARK GABLE
VIVIEN LEIGH
LESLIE HOWARD OLIVIA de HAVILLAND**

Winner of Ten Academy Awards 

A SELZNICK INTERNATIONAL PICTURE • DIRECTED BY VICTOR FLEMING • SCREEN PLAY BY SIDNEY HOWARD • RE-RELEASED BY METRO-GOLDWYN-MAYER INC. • Music by MAX STEINER

STEREOPHONIC SOUND • METROCOLOR • MGM

T H E A T R E

Ad No. 370 — 231 Lines (3 Cols. x 87 Lines)

COMPLETE CAMPAIGN MAT

All of These Ad and Scene Cuts On One Mat

In new screen splendor...
The most magnificent picture ever!

DAVID O. SELZNICK'S PRODUCTION OF MARGARET MITCHELLS

"GONE WITH THE WIND"

STARRING
CLARK GABLE Winner of Ten Academy Awards
VIVIEN LEIGH
LESLIE HOWARD
OLIVIA de HAVILLAND

STEREOPHONIC SOUND
METROCOLOR · An MGM Re-release

Ad No. 175 — 30 Lines



Clark Gable as Rhett Butler subdues an angry Scarlett O'Hara (Vivien Leigh) in a scene from David O. Selznick's production of Margaret Mitchell's "Gone With the Wind," now presented by Metro-Goldwyn-Mayer in new Wide-Screen and Metrocolor splendor. Winner of ten Academy Awards, the all-time-great picture also stars Leslie Howard and Olivia de Havilland in a cast of thousands.

Mat 1-B

DAVID O. SELZNICK'S PRODUCTION OF MARGARET MITCHELLS

"GONE WITH THE WIND"

STEREOPHONIC SOUND · METROCOLOR · An MGM Re-release

1 Column Directory

In new screen splendor...
The most magnificent picture ever!

DAVID O. SELZNICK'S PRODUCTION OF MARGARET MITCHELLS

"GONE WITH THE WIND"

STEREOPHONIC SOUND · METROCOLOR · An MGM Re-release

Ad No. 176 — 15 Lines

In new screen splendor...
The most magnificent picture ever!

DAVID O. SELZNICK'S PRODUCTION OF MARGARET MITCHELLS

"GONE WITH THE WIND"



STARRING
CLARK GABLE Winner of Ten Academy Awards
VIVIEN LEIGH
LESLIE HOWARD
OLIVIA de HAVILLAND

STEREOPHONIC SOUND
METROCOLOR · An MGM Re-release

T H E A T R E

Ad No. 174 — 45 Lines



Vivien Leigh in her memorable role as Scarlett O'Hara with Clark Gable as Rhett Butler in David O. Selznick's production of Margaret Mitchell's "Gone With the Wind," now presented by Metro-Goldwyn-Mayer in new Wide-Screen and Metrocolor splendor. Winner of ten Academy Awards, the all-time-great picture also stars Leslie Howard and Olivia de Havilland.

Mat 2-D

IN NEW SCREEN SPLENDOR...
THE MOST MAGNIFICENT PICTURE EVER!

DAVID O. SELZNICK'S PRODUCTION OF MARGARET MITCHELLS

"GONE WITH THE WIND"

STEREOPHONIC SOUND · METROCOLOR · An MGM Re-release

2 Column Directory

In new screen splendor... The most magnificent picture ever!

DAVID O. SELZNICK'S PRODUCTION OF MARGARET MITCHELLS

"GONE WITH THE WIND"

STARRING
CLARK GABLE Winner of Ten Academy Awards
VIVIEN LEIGH
LESLIE HOWARD
OLIVIA de HAVILLAND

STEREOPHONIC SOUND · METROCOLOR
An MGM Re-release

Ad No. 273 — 40 Lines (2 Cols. x 20 Lines)

In new screen splendor... The most magnificent picture ever!

DAVID O. SELZNICK'S PRODUCTION OF MARGARET MITCHELLS

"GONE WITH THE WIND"

STARRING
CLARK GABLE Winner of Ten Academy Awards
VIVIEN LEIGH
LESLIE HOWARD
OLIVIA de HAVILLAND

STEREOPHONIC SOUND · METROCOLOR · An MGM Re-release

Ad No. 272 — 60 Lines (2 Cols. x 30 Lines)

In new screen splendor...
The most magnificent picture ever!

DAVID O. SELZNICK'S PRODUCTION OF MARGARET MITCHELLS

"GONE WITH THE WIND"

STARRING
CLARK GABLE
VIVIEN LEIGH
LESLIE HOWARD
OLIVIA de HAVILLAND

Winner of Ten Academy Awards

DIRECTED BY VICTOR FLEMING
SCREEN PLAY BY SIDNEY HOWARD
RE-RELEASED BY METRO-GOLDWYN-MAYER INC.

A SELZNICK INTERNATIONAL PICTURE · VICTOR FLEMING · SIDNEY HOWARD · METRO-GOLDWYN-MAYER INC.
Music by MAX STEINER
STEREOPHONIC SOUND · METROCOLOR · MGM

T H E A T R E

Ad No. 271 — 220 Lines (2 Cols. x 110 Lines)

THE PLAYERS

(in order of their appearance)

AT TARA, THE O'HARA PLANTATION IN GEORGIA:

BRENT TARLETON	Fred Crane
STUART TARLETON	George Reeves
SCARLETT O'HARA	Vivien Leigh
MAMMY	Hattie McDaniel
BIG SAM	Everett Brown
ELIJAH	Zack Williams
GERALD O'HARA	Thomas Mitchell
PORK	Oscar Polk
ELLEN O'HARA	Barbara O'Neil
JONAS WILKERSON	Victor Jory
SUELLEN O'HARA	Evelyn Keyes
CARREEN O'HARA	Ann Rutherford
PRISSY	Butterfield McQueen

AT TWELVE OAKS, THE NEARBY WILKES PLANTATION:

JOHN WILKES	Howard Hickman
INDIA WILKES	Alicia Rhett
ASHLEY WILKES	Leslie Howard
MELANIE HAMILTON	Olivia de Havilland
CHARLES HAMILTON	Rand Brooks
FRANK KENNEDY	Carroll Nye
CATHLEEN CALVERT	Marcella Martin
RHETT BUTLER	Clark Gable

AT THE BAZAAR IN ATLANTA:

AUNT "PITTYPAT" HAMILTON	Laura Hope Crews
DOCTOR MEADE	Harry Davenport
MRS. MEADE	Leona Roberts
MRS. MERRIWETHER	Jane Darwell
RENE PICARD	Albert Morin
MAYBELLE MERRIWETHER	Mary Anderson
FANNY ELSING	Terry Shero
OLD LEVI	William McClain

IN AUNT "PITTYPAT'S" HOME

UNCLE PETER	Eddie Anderson
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OUTSIDE THE EXAMINER OFFICE:

PHIL MEADE	Jackie Moran
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AT THE HOSPITAL:

REMINISCENT SOLDIER	Cliff Edwards
BELLE WATLING	Ona Munson
THE SERGEANT	Ed Chandler
A WOUNDED SOLDIER IN PAIN	George Hackathorne
A CONVALESCENT SOLDIER	Roscoe Ates
AN AMPUTATION CASE	Eric Linden
A DYING SOLDIER	John Arledge

DURING THE EVACUATION:

A COMMANDING OFFICER	Tom Tyler
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DURING THE SIEGE:

A MOUNTED OFFICER	William Bakewell
THE BARTENDER	Lee Phelps

GEORGIA AFTER SHERMAN:

A YANKEE DESERTER	Paul Hurst
THE CARPETBAGGER'S FRIEND	Ernest Whitman
A RETURNING VETERAN	William Stelling
A HUNGRY SOLDIER	Louis Jean Heydt
EMMY SLATTERY	Isabel Jewell

DURING RECONSTRUCTION:

THE YANKEE MAJOR	Robert Elliott
HIS POKER PLAYING CAPTAINS	George Meeker, Wallis Clark
THE CORPORAL	Irving Bacon
A CARPETBAGGER ORATOR	Adrian Morris
JOHNNY GALLEGHER	J. M. Kerrigan
A YANKEE BUSINESS MAN	Olin Howland
A RENEGADE	Yakima Canutt
HIS COMPANION	Blue Washington
TOM, A YANKEE CAPTAIN	Ward Bond
BONNIE BLUE BUTLER	Cammie King
BEAU WILKES	Mickey Kuhn
BONNIE'S NURSE	Lillian Kemble Cooper

CREDITS

IN METROCOLOR. PRODUCED BY DAVID O. SELZNICK. DIRECTED BY VICTOR FLEMING. BASED ON MARGARET MITCHELL'S NOVEL, "GONE WITH THE WIND." SCREEN PLAY BY SIDNEY HOWARD. PRODUCTION DESIGNED BY WILLIAM CAMERON MENZIES. ART DIRECTION BY LYLE WHEELER. PHOTOGRAPHED BY ERNEST HALLER, A.S.C. MUSICAL SCORE BY MAX STEINER. COSTUMES DESIGNED BY WALTER PLUNKETT. A SELZNICK INTERNATIONAL PICTURE. AN MGM RE-RELEASE.

NEWEST CINEMATOGRAPHY TECHNIQUES ENHANCE "GONE WITH THE WIND" SPLENDOR

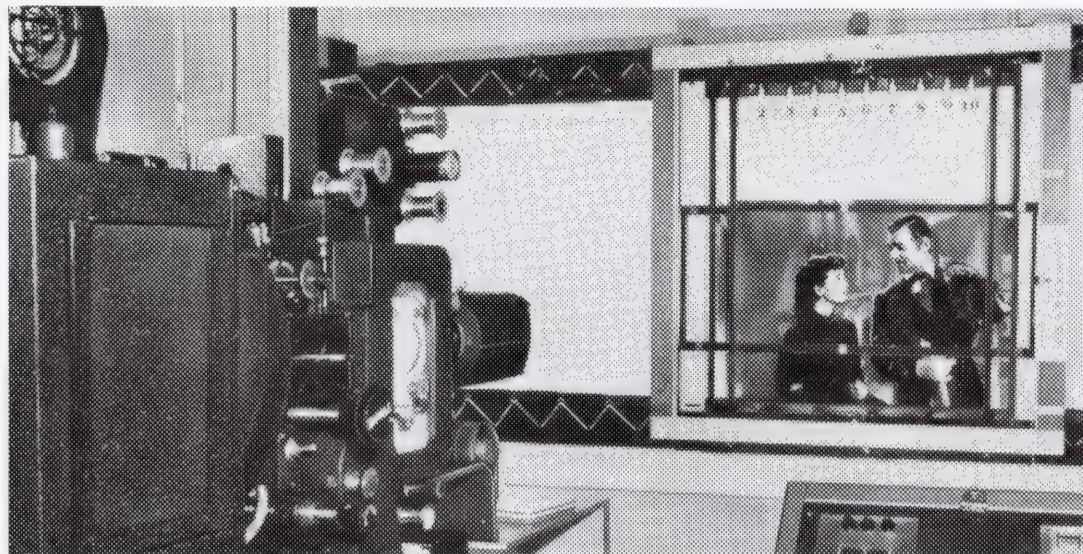


IMAGE AREA SCANNING DEVICE . . . designed and developed by MGM Laboratory engineers to scan the image of each 35mm frame of "Gone With The Wind" on the old aspect ratio of 1.33 of 1, to select that portion to be enlarged to wide screen in the aspect ratio of modern projection screens. The operator controls the movement vertically of the frame or mask, electronically coding each movement to be matched in the optical printer when the new negative was being made. SH11-5170 (GWTW) MAT 2X

"Gone With the Wind" — bigger, more spectacular and more exciting than ever. This is an accurate description of MGM's release in wide screen and stereophonic sound of the famous David O. Selznick production. Through the miracle of modern technology it was printed from its original small screen 35mm Technicolor negative and placed on the new wide-screen ratio more familiar to modern motion picture audiences.

And the miracle doesn't stop here. Because of this skillful transference, "Gone With the Wind" is now safe, free from fading, shrinking or breaking and insured for the viewing of generations to come.

It all started in 1965, shortly after the release of "Dr. Zhivago," filmed in 35mm, from which the MGM Laboratory transferred to 65mm. The proposed re-release of "Gone With the Wind" was already in the air.

On one of his visits to Culver City and the studio, President Robert H. O'Brien brought up the question as to whether or not it would be possible to prepare "Gone With the Wind" for modern widescreen presentation.

Ray Klune, vice president and general manager of the studio, immediately discussed the possibility with Alan Jackson, head of the MGM Laboratory and Engineering Department. Jackson, together with Walter Eggers of MGM's Research and Development and Ralph D. Whitmore, Chief Engineer of MGM Laboratories, Inc., went to work on the project.

Many months of tireless experiments and tests followed. At last it paid off and a test-reel was produced and dispatched to New York for viewing by President O'Brien and other top executives.

The result was sensational. O'Brien, delighted at the results, sent word to start work immediately, not only on the wide screen prints but also on electronically re-recording the original sound for stereophonic effects. This project was taken over by the MGM Sound Department, headed by Frank Milton.

Some twelve months later, the master print in wide screen and stereophonic sound was completed and heralded as one of the most remarkable technical achievements in the history of the industry.

"Gone With the Wind" was photographed almost thirty years ago, using what at the time was

the most advanced color photography process," explained Walter Eggers who, together with Alan Jackson and Ralph D. Whitmore, spearheaded the complicated enlarging process.

"In this process, three black and white separation negatives were exposed simultaneously behind their respective red, green and blue filters," he continued. "These negatives were used to derive matrices for producing dye-transfer type color release prints."

MGM Laboratories designed a key piece of equipment to circumvent the above-mentioned hazards: "The Metro-movement." This is a projector movement for an optical printing machine which can be adjusted to accommodate various degrees of shrinkage and is suitable for use in the so-called "wet gate" technique previously perfected for printing "Doctor Zhivago." Also, a method was devised for re-registering scenes that showed serious mis-registration. These developments led to the following techniques which are necessarily briefly described.

A specially designed 35mm projector with a movable mask at the screen indicating the 1:85-1 aspect ratio was used to "re-edit" the picture. Nine up-and-down positions of the movable mask were available to the operator. Any of these nine positions can be arrived at during a closed shutter cycle, or can be approached at one of two rates of speed. Thus it was possible to create what seems to be a new scene with a

different camera angle, or simulate a camera's up-and-down pan. The result of these manipulations is that the action and center of interest is not cut off by the incompatibility of the original 1:33-1 ratio.

Converting "Gone With the Wind's" original one-track sound to stereophonic was also a challenging electronic procedure.

"We started originally with a photographic or optical sound track which, by this time (even though it had been redone through the years), had multiple scratches, plus direct and photographic noise," explained Frank Milton, head of the MGM Sound Department. "Little by little we worked this track over to eliminate all noise possible, thus recovering intelligibility in dialogue."

"Rather than stereophonic, as it is called, you can refer to our process as 'electronically engineered for stereo reproduction,'" Milton continued. "In utilizing this process to use multiple horns instead of one, we had to dissect the original single track composed of dialogue, music and effects, with no separation or elements to work from separately."

And so today, "Gone With the Wind," one of the great pictures of all time, is as modern in its presentation as though it had been filmed yesterday.

The motion picture industry has been loud in its praise of the MGM technicians who, through making this possible, have paved the way for even more technical achievements.



THREE OF THE MEN RESPONSIBLE FOR "GONE WITH THE WIND" . . . (left to right) Walter Eggers, Research and Development Director at MGM Laboratories; Alan Jackson, General Manager of MGM Laboratories; and Ernest Haller, Cinematographer. Haller won an Oscar when he photographed "Gone With The Wind" in 1938 in the old Technicolor three-strip process. Jackson and Eggers were in charge of the scientific work on enlarging "Gone With The Wind" for its present release. SH11-5174 (GWTW) MAT 2Y

SCARLETT O'HARA RETURNS TO SCREEN



Vivien Leigh in her never-to-be-forgotten role as Scarlett O'Hara opposite Clark Gable in David O. Selznick's production of Margaret Mitchell's "Gone With the Wind." The all-time-great picture, winner of ten Academy Awards including the Best Actress award to Miss Leigh, is now presented by Metro-Goldwyn-Mayer in new Wide-Screen and Metrocolor splendor, giving even greater power to the memorable love story set against a spectacular background of the Civil War. Leslie Howard and Olivia de Havilland also star in a brilliant cast of thousands of players.

Still SIP-108-261

Gone With the Wind Mat 2-H

"GONE WITH THE WIND" A PHENOMENON EVEN BEFORE BECOMING A GREAT MOVIE

Even before it was made into the all-time-great motion picture, "Gone With the Wind," written by Margaret Mitchell, was a publishing phenomenon. Not within memory had an American novel been so long (1,037 pages, a half-million words) or weighed so much (3½ pounds).

Macmillan published "Gone With the Wind" at a time when the book industry, like all others in the United States, was still suffering from the results of the Depression. At least one person was concerned about the enterprise — Miss Mitchell.

"I do hope they sell 5,000 copies," she remarked, "so they won't lose money."

In one day, "Gone With the Wind" sold 50,000 copies!

The triumphant reception of the novel was repeated when producer David O. Selznick made the screen version, with Clark Gable, Vivien Leigh, Leslie Howard and Olivia de Havilland in the starring roles. It turned out to be the greatest picture Hollywood had ever known and garnered a then unprecedented ten Academy Awards.

Now this imperishable love story, set against a spectacular backdrop of the Civil War, is being presented by Metro-Goldwyn-Mayer in new Wide-Screen and Metrocolor splendor, adding infinitely greater impact to such of the sequences as Sherman's march to the sea and the flight of the populace from Atlanta, the burning of the munitions warehouses, the magnificent ball at Tara and other scenes populated by thousands of extras.

The novel was published on June 30, 1936. Contrary to popular legend, it did not burst unheralded on the literary scene. "Gone With the Wind" already had been made a selection of the Book-of-the-Month Club, and advance sales were remarkable for a first novel by an unknown author, particularly for a book of such length.

No one was prepared for what followed.

Within three weeks, 176,000 copies had been sold at three-dollars per copy. In half a year, a million copies were sold.

One of the early readers of the book was Kay Brown, eastern story editor for producer Selznick. She air-

mailed a copy and a synopsis to her boss and fired off a telegram which ended:

"I beg, urge, coax and plead with you to read this at once. I know that after you read the book, you will drop everything and buy it."

Selznick read the synopsis but was unconvinced. "Gone With the Wind" was so long and sprawling as to seem impossible to film. But he was persuaded to buy the novel when the board chairman of Selznick International Pictures, John Hay Whitney, threatened to make the purchase himself. The price: \$50,000.

In later years that seemed to be a bargain for the most popular novel of American history, especially when a "My Fair Lady" could bring a price of \$5,500,000. But in 1936, \$50,000 was a respectable sum to pay for a novel by a previously unpublished author.

After the movie had been released, Selznick voluntarily sent Miss Mitchell an additional check for \$50,000.



Vivien Leigh as Scarlett O'Hara and Leslie Howard as Ashley Wilkes in David O. Selznick's production of Margaret Mitchell's "Gone With the Wind." The all-time-great picture, winner of ten Academy Awards, is now presented by Metro-Goldwyn-Mayer in new Wide-Screen and Metrocolor splendor, adding immeasurable impact to the memorable love story set against a spectacular backdrop of the Civil War. Clark Gable and Olivia de Havilland are also starred in a cast of thousands.

Gone With the Wind
Still SIP-108-154

Mat 1-F

"GONE WITH THE WIND," THE MOST MAGNIFICENT PICTURE EVER MADE, NOW SHOWN IN WIDE-SCREEN AND METROCOLOR SPLendor!

(Announcement Story)

"Gone With the Wind," acclaimed worldwide as one of the great motion picture entertainments of all time, is now presented by Metro-Goldwyn-Mayer in new Wide-Screen and Metrocolor splendor, giving even greater power to the unforgettable love story.

This marks the sixth re-release since David O. Selznick's production of "Gone With the Wind" made motion picture history with its world premiere in Atlanta, Georgia, in December of 1939. The picture was last released during the Civil War Centennial year, 1961. The current presentation brings the epic drama to a younger as well as older generation of motion picturegoers as a colorful and exciting new experience in sight and sound.

Starring Clark Gable, Vivien Leigh, Leslie Howard and Olivia de Havilland,



Clark Gable as Rhett Butler and Vivien Leigh as Scarlett O'Hara, one of the screen's most memorable love teams, as they appear in David O. Selznick's production of Margaret Mitchell's "Gone With the Wind." The all-time-great picture, winner of ten Academy Awards, is now presented by Metro-Goldwyn-Mayer in new Wide-Screen and Metrocolor splendor, adding immeasurably to the film's spectacle and dramatic impact. Leslie Howard and Olivia de Havilland are also starred in a giant cast.

Gone With the Wind
Still SIP-108-145 Mat 1-D

WON TEN OSCARS

BEST PICTURE

BEST ACTRESS

Vivien Leigh

BEST SUPPORTING ACTRESS

Hattie McDaniel

BEST DIRECTION

Victor Fleming

BEST SCREEN PLAY

Sidney Howard

BEST ART DIRECTION

Lyle Wheeler

BEST FILM EDITING

Hal Kern, James Newcom

BEST COLOR

CINEMATOGRAPHY

Ernest Haller,

Ray Rennahan

IRVING THALBERG

AWARD

David O. Selznick

SPECIAL PRODUCTION

DESIGNER AWARD

William Cameron Menzies

winner of ten Academy Awards, and seen to date by a combined international audience of 295,000,000 persons, "Gone With the Wind" is now being shown as a roadshow attraction.

The history of "Gone With the Wind" is one of the most fascinating in the annals of movie-making. Margaret Mitchell's romantic novel of the South during Civil War days has remained a best-seller over the years in every language. It was purchased by Selznick for a then record sum of \$50,000.

The motion picture public unanimously selected Clark Gable for the role of Rhett Butler. The demand for Gable as the dashing Southerner was so great that no other actor was ever considered. The selection of Vivien Leigh for Scarlett O'Hara came after an exhaustive two-year search and tests of well-known stage and screen feminine stars and unknowns alike.

A total of 1,400 actresses were interviewed, with 90 actually tested. It is an interesting side note that "Gone With the Wind" brought fame to many. Among those tested was a young New York model. She didn't get the role but was to become famous later as Susan Hayward.

The massive picture has 59 major speaking roles. Thousands of extras were used in spectacle scenes. The most elaborate and still acclaimed as a classic of filmmaking was the burning of Atlanta. The city as it was in 1864 was authentically created on 40 acres at the Selznick Studios in Culver City, California. Of the picture's 90 sets, 50 buildings alone were designed and erected in recreating Atlanta.

No Second Chance

The scene had to be filmed in a single "take" without mishap. There would be no second chance. No available camera crane was large enough to cover the scene, in which 1,200 extras appeared. A shipbuilding crane was delivered to the studio from Seattle to serve as a towering camera platform. Residents of Culver City, attracted by the thousands, still recall the mounting excitement of the spectacle. Flames roared and shot 200 feet into the air as Atlanta burned with a realism rarely equalled on the screen.

This is only one of literally hundreds of memorable scenes in the three-hour, 40-minute epic motion picture. More than 3,000 sketches alone were made for the sets and wardrobe. A total of 449,512 feet of film was exposed, with 160,000 feet printed.

At the Academy Award ceremony in 1940, "Gone With the Wind" received a then record ten Oscars and Special awards, not exceeded until MGM's "Ben-Hur" won eleven awards in 1959.

The awards for "Gone With the Wind" were for best picture, Vivien Leigh as best actress, Hattie McDaniel as best supporting actress, Victor Fleming as best director, plus best screen play, best art direction, best editing, best color photography, a special award for production design and the Irving C. Thalberg Award to Selznick for outstanding production achievement.

"Gone With the Wind" has been re-released by MGM over the years to new generations and growing audiences. Millions have again thrilled to the picture each time it has been presented. Today, it is an acknowledged classic of motion picture making.



THE MOST MAGNIFICENT PICTURE EVER MADE! . . . Clark Gable as Rhett Butler and Vivien Leigh as Scarlett O'Hara created one of the most memorable romantic teams in film history in David O. Selznick's production of Margaret Mitchell's "Gone With the Wind." The all-time-great picture, winner of ten Academy Awards, is now presented by Metro-Goldwyn-Mayer in new Wide-Screen and Metrocolor splendor, giving even greater power to the unforgettable love story set against a background of the Civil War. Leslie Howard and Olivia de Havilland also star.

Still SIP-108-328

Gone With the Wind Mat 3-C

"GONE WITH THE WIND" PRESENTED IN NEW WIDE-SCREEN AND METROCOLOR SPLendor!

GIANT "GONE WITH THE WIND" SCENE NOW EVEN GREATER



THE MOST MAGNIFICENT PICTURE EVER MADE! . . . Wounded soldiers fill the screen as far as the eye can reach in one of the spectacular scenes of David O. Selznick's production of Margaret Mitchell's "Gone With the Wind," now presented by Metro-Goldwyn-Mayer in new Wide-Screen and Metrocolor splendor. The all-time-great picture of the Civil War period, winner of ten Academy Awards, stars Clark Gable, Vivien Leigh, Leslie Howard and Olivia de Havilland in a cast of thousands.

Still SIP-108-218

Gone With the Wind Mat 4-B

"GONE WITH THE WIND" CLINCHED CLARK GABLE'S FAME AS HOLLYWOOD'S "KING"

Screen heroes come and go but throughout all the history of movie-making there never was a male star so idolized and taken to the heart of his public as was Clark Gable. He was equally beloved by teen-agers and grandmothers. He was admired not only by both men and women but by his fellow co-workers. He was the matinee idol to end all matinee idols.

Although Gable had already won an Academy Award before producer David O. Selznick selected him for the role of Rhett Butler in "Gone With the Wind," his spectacularly successful portrayal of Rhett clinched his tremendous popularity with movie fans the world over.

Filmgoers will be able to see this memorable Gable portrayal again in Metro-Goldwyn-Mayer's current release of "Gone With the Wind," presented in new Wide-Screen and Metrocolor splendor.

This presentation not only makes Gable's performance even more vivid but also adds greater impact to such of the picture's eye-filling spectacles as Sherman's march to the sea and the flight of the populace from Atlanta, the burning of the Atlanta munitions warehouses, the magnificent ball at Tara, the plantation scenes and many of the other sequences recreating the Civil War era.

Vivien Leigh, as Scarlett O'Hara, Leslie Howard, as Ashley Wilkes and Olivia de Havilland as Melanie Hamilton are the other stars in the epic film version of Margaret Mitchell's famous story of the South, which has gone down into history as one of the greatest motion pictures ever made, winner of 10 Academy Awards.

When it was first learned that Margaret Mitchell's Pulitzer Prize-winning novel would be made into a motion picture, the public clamored for Gable as Rhett.

Gable, who was always easy-going and outwardly calm, was eager to play



Clark Gable in his never-to-be-forgotten role as Rhett Butler in David O. Selznick's production of Margaret Mitchell's "Gone With the Wind." The all-time-great picture, winner of ten Academy Awards, is now presented by Metro-Goldwyn-Mayer in new Wide-Screen and Metrocolor splendor.

Gone With the Wind
Still SIP-108-124 Mat 1-C

the part of Rhett when he first read the book. "But I got scared when I realized I had been cast by the public," he once said. "I felt that every reader would have a different idea of how Rhett should be played and I didn't see how I could please everybody."

His fears proved groundless. It was his role as Rhett in "Gone With the Wind" which pointed the way to Gable's ascendancy as Hollywood's "King." The crown sat well on him. There will never be a successor to the throne.

HAD TO DE-GILD OLIVIA FOR HER ROLE AS MELANIE

When Margaret Mitchell described Melanie Hamilton in "Gone With the Wind" as a mousy little person with a thin, childish figure and a serious, heart-shaped face, she inadvertently changed Olivia de Havilland from a dewey-eyed heroine to a dynamic actress.

This remarkable metamorphosis was one of the surprises of David O. Selznick's memorable production of "Gone With the Wind," which has gone down into history as one of the great motion pictures of all time.

The unforgettable, multi-award winning film is now presented by Metro-Goldwyn-Mayer in new Wide Screen and Metrocolor splendor. This presentation gives infinitely greater dramatic impact to such of the picture's spectacular sequences as Sherman's march to the sea and the flight of the populace from Atlanta, the burning of the Atlanta munitions warehouses, the magnificent ball at Tara, the plantation sequences and many other scenes recreating the Civil War era, populated by thousands of extras.

Olivia de Havilland had to overcome her natural beauty for the role of Melanie. She wore a minimum of make-up to achieve a clean-scrubbed look. She pulled back her hair into a severe coiffure and disguised her curves.

You can't de-gild the lily entirely but Melanie paled in comparison with the fiery beauty of Vivien Leigh as Scarlett O'Hara. Yet Clark Gable, as Rhett Butler, admired Melanie's ladylike qualities. And she married Ashley Wilkes (Leslie Howard) whom Scarlett loved. So plot-wise, Melanie did all right. As for Olivia herself, the role proved both a personal triumph and a turning point in her career.

377 SKETCHES FOR "GWTW" COSTUMES

Costuming the stars and supporting players of the monumental "Gone With the Wind," now presented by MGM in new Wide-Screen and Metrocolor splendor, was a monumental job in itself.

Walter Plunkett, who designed the clothes for the David O. Selznick production, starring Clark Gable, Vivien Leigh, Leslie Howard and Olivia de Havilland, made 377 sketches. Miss Leigh as Scarlett O'Hara wears 44 separate costumes; Gable as Rhett Butler, 36; Howard as Ashley Wilkes, 11; and Miss de Havilland as Melanie Hamilton, 21.



Rhett Butler (Clark Gable) with Melanie Hamilton (Olivia de Havilland) and Scarlett O'Hara (Vivien Leigh), center, in a scene from David O. Selznick's production of Margaret Mitchell's "Gone With the Wind." The all-time-great picture, winner of ten Academy Awards, is now presented by Metro-Goldwyn-Mayer in new Wide-Screen and Metrocolor splendor.

Still SIP-108-60

Gone With the Wind Mat 2-A

"GONE WITH THE WIND" BROUGHT HATTIE McDANIEL UNPRECEDENTED MOVIE HONOR

When David O. Selznick's motion picture version of Margaret Mitchell's "Gone With the Wind" surged onto the world's screen, a fat, stern-faced member of the supporting cast came close to stealing the honors from the film's stars, Clark Gable, Vivien Leigh, Leslie Howard and Olivia de Havilland.

She was Hattie McDaniel, who brought both strength and humor to her role as Scarlett O'Hara's Mammy. Time Magazine declared Miss McDaniel turned in "the most finished acting job in the picture as the sly, leather-lunged, devoted Emily Post of the O'Haras."

Now this memorable portrayal may be seen once again in Metro-Goldwyn-Mayer's new release of "Gone With the Wind," presented in Wide-Screen and Metrocolor splendor, giving immeasurably increased impact to its spectacle and drama.

Hattie McDaniel came from a "praying family" of Wichita, Kansas, and she was the thirteenth child. Her father was a Baptist preacher from Richmond, Virginia; her mother came from Nashville, Tenn. At the age of eighteen, Hattie began her show business career by winning a medal from the Women's Christian Temperance Union of Denver for her recitation of "Convict Joe."

Her life thereafter consisted of singing in vaudeville and with traveling bands, with occasional stretches of cooking short orders and washing dishes in diners.

By 1931 she had made her debut in films and was much in demand as the jolly, fat-cheeked domestic. A highlight was her singing of "Ah Suits Me" in the 1936 screen version of "Show Boat."

In "I'm No Angel," she was the recipient of one of Mae West's most famous lines: "Beulah, peel me a grape."

Miss McDaniel continued her portrayals in such films as "The Little Colonel" with Shirley Temple, "Judge Priest," "Alice Adams," "Saratoga," "Nothing Sacred," "Shopworn Angel" and "The Shining Hour."

Her great moment of fame came with "Gone With the Wind," for which she had abandoned her Kansas accent for a genuine Southern drawl. The portrayal won her one of the picture's ten Academy Awards.

Miss McDaniel's Oscar as best supporting actress of 1939 was a milestone for the Academy. It marked the first time a Negro had been so honored. Her achievement brought praise from the National Association for the Advancement of the Colored People.

Her later career never achieved the brilliance she had known as Mammy in "Gone With the Wind," but she did star on radio and television as "Beulah."



THE MOST MAGNIFICENT PICTURE EVER MADE! . . . Clark Gable as Rhett Butler and Vivien Leigh in her famous portrayal of Scarlett O'Hara dance at the charity ball in one of the eye-filling scenes in David O. Selznick's production of Margaret Mitchell's "Gone With the Wind," now presented by Metro-Goldwyn-Mayer in new Wide-Screen and Metrocolor splendor. The all-time-great picture, winner of ten Academy Awards, also stars Leslie Howard and Olivia de Havilland in a cast of thousands. It is an entertainment to be seen again and again.

Still SIP-108-18

Gone With the Wind Mat 3-A

EVERYONE FELT THE FAMED GABLE APPEAL

Beloved of millions of movie fans, the memory of the late Clark Gable will live on for years, no little abetted by his outstanding portrayal as Rhett Butler in "Gone With the Wind," now presented by MGM in New Wide-Screen and Metrocolor splendor.

The extent of his appeal to the opposite sex is exemplified by an incident which occurred when "Gone With the Wind" had its premiere in Atlanta, Georgia, attended by Gable.

When the Hollywood contingent had left Atlanta, a little old lady approached the front desk of the hotel at which Gable had stayed and asked if she could have his room. "Yes, madam," replied the room clerk. "If you'll wait a few minutes, I'll have it made up."

"No, I don't want the linen changed," she asserted. "I want to sleep in the same sheets."

SOUTHERNERS BECAME RECONCILED TO AN ENGLISH ACTRESS AS SCARLETT; AT LEAST SHE WOULDN'T BE PLAYED BY A YANKEE!

Not everyone was happy with the choice of Vivien Leigh for the role of Scarlett O'Hara in David O. Selznick's production of "Gone With the Wind," now being presented by Metro-Goldwyn-Mayer in new Wide-Screen and Metrocolor splendor, adding infinitely greater impact to the all-time-great screen version of Margaret Mitchell's famous novel.

Although Miss Leigh had appeared on the English stage and screen, to most Americans she was an entirely new name and some of them, especially Southerners, resented the fact that a Britisher would be playing the heroine of the Confederacy in the love story set against a spectacular backdrop of the Civil War. The Ocala, Florida, chapter of the United Daughters of the Confederacy protested.

Other Southerners, however, pointed out that many of the better families of

the Old South were only a generation or two removed from England. And at least Scarlett wouldn't be played by a Yankee!

"I wanted to play Scarlett from the first time I read the book," Miss Leigh recalled in later years. "That was in London when I was appearing in a flop play. I fell in love with the novel and I gave the rest of the cast copies of the book as opening night presents."

"I told them, 'If I ever go to Hollywood it will be to play 'Gone With the Wind.' They all laughed and said I was crazy."

Streak of Obstinacy

Miss Leigh went to Hollywood in 1938, but actually she had little hope of winning the role when Myron Selznick suggested her to his producer-brother for Scarlett. Still, underneath the uncertainty was an almost passionate resolve to obtain the part and a streak of obstinacy which told her that she would have her wish.

"This despite the fact that so many girls were being tested for Scarlett and popping in and out of the costume that it was quite warm when I put it on," she commented later.

She tested first with Leslie Howard who had a starring role in "Gone With the Wind" along with Clark Gable and Olivia de Havilland. For this initial test she spoke in an unaccented English. Then she made two more tests in a Southern accent. She lacked one qualification for Scarlett: her eyes were blue. But Ernest Haller, who photographed the tests, solved that with a yellow spotlight under the camera that gave her eyes a green cast.

The first time Miss Leigh knew that she had won the role came at a small party when she saw George Cukor, who had directed her tests.

"Well, I guess we're stuck with you," he told her.

Although overjoyed, the actress signed the contract with some trepidation. The date was Friday the 13th. She needn't have worried. The portrayal of Scarlett won Miss Leigh one of the film's ten Academy Awards as "Best Actress."

"Nevertheless, I experienced some agony in making 'Gone With the Wind,'" she recalled. "Every day a new version of the script would appear and I cried nearly every night. The physical labor involved alone was enough to turn an actress into a nervous wreck."

For five months she worked 16-hour days, six days a week. The scenes were highly emotional and often involved strenuous action. Then 26, Miss Leigh stood five feet, three inches and weighed 103 pounds. Toward the end of the filming her energies were exhausted. Nevertheless, she emerged triumphantly.

Once she was asked what she believed would have happened to Scarlett after Rhett walked out on her.

Miss Leigh's reply: "I think she probably became a much better woman. But I don't think she ever got Rhett back."

UNFORGETTABLE



Vivien Leigh in her role as Scarlett O'Hara in David O. Selznick's production of Margaret Mitchell's "Gone With the Wind," for which she won one of the film's ten Academy Awards. The all-time-great picture is now presented by Metro-Goldwyn-Mayer in new Wide-Screen and Metrocolor splendor, adding immeasurable impact to the memorable love story set against a spectacular backdrop of the Civil War. Clark Gable as Rhett Butler, Leslie Howard and Olivia de Havilland also star in a cast of thousands.

Gone With the Wind
Still SIP-108-176 Mat 1-E

SEEN AS MELANIE



Olivia de Havilland in her role as Melanie Hamilton in David O. Selznick's production of Margaret Mitchell's "Gone With the Wind." The all-time-great picture, winner of ten Academy Awards, is now presented by Metro-Goldwyn-Mayer in new Wide-Screen and Metrocolor splendor, adding immeasurable impact to the memorable love story set against a spectacular backdrop of the Civil War. Clark Gable, Vivien Leigh and Leslie Howard are also starred.

Gone With the Wind
Still SIP-108-368 Mat 1-G

GABLE COULDN'T CRY

Among the many reminiscences of "Gone With the Wind," not generally known is the fact that Clark Gable came close to giving up his role in the film because of what he considered to be an insurmountable obstacle.

Gable was supposed to cry in the scene after the death of his daughter and it worried him for days before the sequence was to be shot. He had never cried on the screen before and he didn't think it was masculine for a man to cry.

He made co-star Olivia de Havilland his confidant, telling her that he couldn't cry and would just have to quit the picture. Miss de Havilland recalls, "I convinced Clark that the tears denoted strength of character, not weakness."



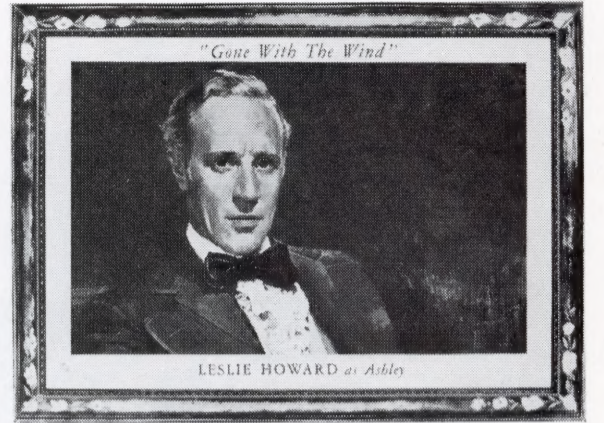
Vivien Leigh as Scarlett O'Hara orders a reluctant Hattie McDaniel to tighten the laces of her corset in this scene from David O. Selznick's production of Margaret Mitchell's "Gone With the Wind." The all-time-great picture, winner of ten Academy Awards, is now presented by Metro-Goldwyn-Mayer in new Wide-Screen and Metrocolor splendor, giving even greater power to the memorable love story set against a spectacular background of the Civil War. Clark Gable, Leslie Howard and Olivia de Havilland also star in a cast of thousands.

Still SIP-108-203

Gone With the Wind Mat 2-E

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